



## **Music for All Announces Staff Promotion**

INDIANAPOLIS – Music for All, one of the nation’s largest educational 501(c)3 not-for-profit organizations, has promoted Erin Fortune, previously Senior Marketing Coordinator, to Marketing Manager as of March 2015.

Fortune joined Music for All in 2010 as Participant Relations Coordinator and began working with the organization’s marketing department in 2012. Since, Fortune has helped create a successful social media presence for Music for All, increased traffic to Music for All’s website by creating meaningful content and a cohesive layout and has brought many media opportunities to showcase the organization’s positively life-changing events.

Fortune’s new role is especially important to expanding Music for All’s digital and online marketing strategies as well as supervising junior members of the marketing department. She will also be responsible for creating and deploying Music for All’s email marketing efforts in addition to generating tactical seasonal, quarterly, and annual campaigns.

“Erin’s dedication to Music for All’s mission is no secret and this promotion is just a small token of recognition for everything that she has brought to the table over the past several years,” said Deb Laferty Asbill, Vice President of Marketing and Communications at Music for All. “I’ve personally seen her grow as a professional and am honored to continue to work with her in this new facet.”

Erin Fortune is a graduate of the Music Industry Management program at Ferris State University in Big Rapids, Michigan. Prior to her work at Music for All, she completed two successful music industry internships at the Percussive Arts Society (PASIC) in Indianapolis, Indiana and the Yamaha Corporation of America, Band and Orchestral Division in Buena Park, California.

### **About Music for All**

Celebrating it’s 40<sup>th</sup> Anniversary in 2015, Music for All (MFA) is one of the nation’s largest and most influential organizations in support of active music making. Since 1975, MFA, through its Bands of America and Orchestra America programs, has been a destination and set the standard for scholastic music ensemble performance and music education advocacy. As a 501(c)(3) nonprofit educational organization, MFA’s mission is to create, provide and expand positively life-changing experiences through music for all. MFA’s vision is to be a catalyst to ensure that every child in America has access and opportunity for active music-making in their scholastic environment. MFA’s programs include 20+ annual events, including the Bands of America Grand National Championships and Regional Championships for marching band, the Music for All Summer Symposium camp for students and teachers, the Music for All National Festival

for concert bands, orchestra, jazz and percussion ensembles and national honor bands and orchestras.

### **Music for All Sponsors**

Music for All's efforts are supported through sponsorships, including current partnerships with National Presenting Sponsor, Yamaha Corporation of America; Official Uniform Sponsor, Fred J. Miller, Inc.; Official Student Travel Partner, Music Travel Consultants; Official Equipment Sponsor, Wenger Corporation; Corporate Sponsors: Vic Firth Company, Zildjian, U.S. Army, Texas Dairy Queen®, Visit Indy and the City of Indianapolis; Strategic Advocacy Partner, NAMM; Associate Sponsors: Vandoren, Remo, Inc., Director's Showcase International, Woodwind & Brasswind and Delivra. Music for All is also supported by the Indiana Arts Commission, Arts Council of Indianapolis, the Ball Brothers Foundation, George and Frances Ball Foundation, and Lilly Endowment Inc.

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**\*\*FOR IMMEDIATE RELEASE\*\***

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